IN THE CLAIMS

Please amend the claims. as follows:

1.   (Currently Amended)   A method of enabling disintermediation in a business model, <u>said method</u> comprising<u> the steps of</u>:

         embedding extra information related to the business model in content ~~(116),~~ <u>;</u>

5   distributing the content ~~(116)~~ with the embedded information via a third party ~~(202)~~ to a rendering device ~~(204) for output (120) to a~~ <u>;</u>

         <u>rendering the content with the embedded information thereby forming an output signal;</u>

10   <u>receiving the output signal;</u>

         <u>extracting the embedded information from the received output signal; and</u>~~receiver (220) arranged for~~

         processing the<u> extracted</u> embedded information in the course of the business model.

2.   (Currently Amended)   ~~A~~ <u>The</u> method as claimed in claim 1, ~~whereby~~ <u>wherein</u> the extra information is related to an e-commerce application.

3. (Currently Amended) ~~A~~ The method as claimed in claim 2, ~~whereby the~~wherein said receiving step uses a receiver ~~(220) is~~ arranged for participating in the e-commerce application.

4. (Currently Amended) ~~A~~ The method as claimed in claim 1, ~~whereby~~ wherein said embedding step comprises embedding the extra information ~~is embedded~~ in the content ~~(116) by means of~~using a watermark.

5. (Currently Amended) ~~A~~ The method as claimed in claim 1, ~~whereby~~ wherein the output ~~(120)~~signal is in the acoustical domain.

6. (Currently Amended) ~~A~~ The method as claimed in claim 1, ~~whereby the receiver (220) comprises~~wherein said receiving step is performed by a mobile phone.

7. (Currently Amended) An arrangement ~~(100)~~ for enabling disintermediation in a business model, said arrangement comprising:

        a content source ~~(201)~~ for providing content;

        means for embedding extra information related to the

5 business model in said content; ~~(116),~~

        a distributor ~~(202)~~ for distributing the content ~~(116)~~ with the embedded information ~~to~~;

a rendering device ~~(204)~~ <u>for picking up the content with the embedded information and</u> for<u> rendering an</u> output ~~(120) to~~

10 <u>signal corresponding to said content with the embedded information;</u>

a receiver ~~(220) arranged~~<u>for receiving said output signal,</u> and for<u> extracting and</u> processing the embedded information in the course of the business model.

8. (Currently Amended)   A receiver ~~(220)~~ for use in the arrangement of claim 7, <u>said receiver</u> comprising<u>:</u>

receiving means ~~(131)~~ for receiving a signal ~~(120)~~ ~~comprising~~<u>having embedded</u> extra information related to a business

5 model~~,~~<u>;</u>

decoding means ~~(132)~~ for extracting the<u> embedded</u> extra information from the signal ~~(120)~~<u>;</u> and

processing means ~~(133)~~ for processing the embedded information in the course of the business model.

9. (Currently Amended)   The receiver ~~(220) of~~<u>as claimed in</u> claim 8, ~~being arranged~~<u>wherein said receiver further comprises:</u>

<u>means</u> for transmitting at least a portion of the ~~output~~ ~~(120)~~<u>signal</u> to a supporting server ~~(250)~~<u>;</u> and

5 <u>means</u> for receiving from the supporting server ~~(250)~~ the extra information that was embedded in the portion<u> of the signal</u>.

10. (Currently Amended)   A computer program product ~~(141)~~ ~~comprising~~comprising instructions for a processor, wherein said processor, when executing said instruction, is capable of ~~receiving means (131) for~~ receiving a signal ~~(120)~~ comprising extra

5   information related to a business model, ~~decoding means (132) for~~ extracting the extra information from the signal ~~(120)~~, and ~~processing means (133) for~~ processing the embedded information in the course of the business model.